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ABSTRACT

Placing exhibits in public places provides a unique opportunity to reach a broad non-museum-going audience. It offers marketing and publicity opportunities as well as the potential to develop relationships with agencies and individuals who are stakeholders in the public site. The purpose of this guidebook is to describe the steps in creating an outdoor public exhibition. It contains general principles for planning, designing, and implementation to supplement the usual exhibit development process. It is arranged in sections which follow the chronology of exhibition development. Each section includes practical information, personal experiences, and tools used in developing "Science City," an innovative sidewalk science exhibition designed to reveal the science and technology of the urban infrastructure. Sections include Site Selection, Approvals and Permits, Forming a Team, Design and Prototyping, Fabrication, Installation, Operations and Maintenance, Evaluation, Related Public Programming, Promotion and Marketing, In-Kind Support and Science City Project Costs, and Timeline. The guide ends with a summary and conclusion. (JRH)

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